

## **HIV Vaccine Awareness Day – May 18th.** **Real People. Real Progress.**

### **SAMPLE EMAIL TO MEMBERSHIP/STAFF**

**HIV Vaccine Awareness Day**  
**May 18, 2004**  
**HIV Vaccine Research: Real People. Real Progress.**

Dear Friends in the Fight Against HIV and AIDS:

**May 18<sup>th</sup> is HIV Vaccine Awareness Day.** It is a day to educate Americans about the need for vaccines to prevent HIV. This year's theme is "Real People. Real Progress." We would like to take this opportunity to acknowledge the contribution of thousands of study volunteers, scientists and health professionals committed to finding a safe and effective vaccine. With the help of the people behind the science, much progress has been made toward developing a safe and effective preventive HIV vaccine. Currently, there are over 20 promising HIV vaccine candidates in various stages of testing. Yet, there is still no vaccine. We are all in this together. All Americans, especially at-risk populations, such as communities of color and those who are sexually active, need to learn more about HIV vaccine research and be a part of making an HIV vaccine a reality.

**There is good news to share.** Experts believe that vaccines to prevent HIV infection offer the best hope of controlling the global pandemic and loosening its grip on the world's most vulnerable populations. Progress is being made everyday. The prospects for success have never been greater; more promising vaccines are currently being researched than ever before.

**For the second year in a row, the day will be commemorated with a twist on a familiar symbol of AIDS awareness.** Organizers are asking people to recognize HIV vaccine research by wearing a red AIDS ribbon upside down on HIV Vaccine Awareness Day. The upside-down AIDS ribbon forms a "V," for "vaccines," and symbolizes the urgent need to stop the spread of HIV/AIDS.

**You can play an important role in building awareness for HIV vaccine research, especially among communities most affected by HIV/AIDS.** There are activities taking place nationwide. At home, we invite you to participate in our community activities: [LIST ACTIVITIES].

**We encourage you to join us to speak about HIV Vaccine Awareness Day and to wear your red AIDS ribbon upside down on May 18th.** For more information, call [CONTACT NAME, PHONE AND/OR EMAIL ADDRESS].

**I hope you will be able to join us.**

*May 18th. Wear your  
Red AIDS Ribbon upside down*

